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ABSTRACT

Pima Community College (PCC) in Tucson is involved in a number of creative alliances with the Arizona business community, including the Arizona Consortium for Education and Training and the Arizona State Environmental Technical Training Center (ASETT). Through the Consortium, PCC, in conjunction with Arizona four-year colleges, provides specific technical training required by participating businesses and firms in the area. Monthly meetings between member businesses and colleges are devoted to discussing new, ongoing, and needed programs and services. The Consortium is effective because it is informal, open to any organization, and places limited demands on members. ASETT is one of approximately 40 regional centers sponsored by the United States Environmental Protection Agency. The academic component of the program focuses on water treatment and distribution, wastewater treatment and collection, and hazardous materials and solid waste. Students can earn one-year, advanced certificates or an associate degree in applied science. The ASETT Center provides the business community with statewide technical seminars and contract training. Enrollments in the academic program have grown by more than 128% over the past 3 years. The success of these college-business programs is attributable to the fact the PCC is doing what community colleges do well--teaching, curriculum, and related educational areas. An attachment provides brief outlines of these and other programs linking PCC with the business community and includes the names of contact persons. (JMC)

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Creative Alliances with the Business Community: Pima Community College

Thomas E. Hines

July 9, 1990

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CREATIVE ALLIANCES WITH THE BUSINESS COMMUNITY:
PIMA COMMUNITY COLLEGE

LEADERSHIP 2000
LEAGUE FOR INNOVATION
San Francisco
July 9, 1990
Thomas E. Hines

Good morning. I'm pleased to be here to share information about some of the efforts that Pima Community College is making with the business community. (I was amazed to discover how many efforts we are making.) Since our time is limited, we've prepared a handout that outlines some of the programs with which Pima is involved. Each program has a contact person's name in the event that you want to talk first-hand with the participants.

I would like to give you a short overview of the economic and cultural environment in Pima County--some of the factors that are influencing the educational and developmental needs of Southern Arizona. Then, I will discuss two specific programs at Pima: The Arizona Consortium for Education and Training and the Arizona State Environmental Technical Training Center (A.S.E.T.T.).

The Tucson area population is growing fast--almost two and a half times as fast as the national annual compound growth rate. We expect 30% growth to a population of almost a million people in Pima County by the year 2000. Most of the employment is in trade and services and tourism. Last year, tourism generated $1.7 Billion in the Tucson metropolitan area. One of every six jobs

is related to tourism. In case you're thinking of a special trip for your family or employees, you may want to consider one of our "destination resorts" which are some of the finest (and most luxurious) in the world! Some of them include: Westin La Paloma, Loews Ventana Canyon, Westward Look and Sheraton El Conquistador.

In the area of international trade initiatives, Pima County lies in the Maquiladora Corridor near the Mexican border. As many of you know, the Maquiladora Project, which began in 1975, encourages production sharing or the twin plant concept along the corridor. Currently, in 13 communities, there are over 1,800 plants (over 30 of which are Japanese) which employ Mexicans and export all but 20% of their products. (That is, only 20% of the goods can be returned to Mexico.)

The Tucson area also has the only foreign trade zone in Arizona (which also happens to be the only national trade zone which is located entirely on an Indian reservation). The San Xavier Papago Foreign Trade Zone conducted about $800 million in business in 1989-90. It is a non-profit corporation financed by its members and includes an industrial park and warehouses in proximity to the airport, I-19, and Nogales-Sonora, Mexico. Goods produced are duty-free until shipping occurs and completely duty-free if not used in the U.S.A.

It's also important to note the concerns in our geographic area for the environment. We love the beautiful desert and mountains and the warm Arizona sun (most of the time!). More and more corporations are considering the environment--both in terms of an attractive work place for their employees and their own role in keeping the environment attractive.

The first program that I will share with you is the Arizona Consortium for Education and Training. The consortium resulted from a partnership between the Burr Brown Corporation and Pima Community College and emerged as a consortium of "electronics firms" like IBM, Burr Brown, and Hughes Aircraft. The training directors from these companies met monthly with representatives from Pima Community College and used Pima as an educational "provider." For example, IBM, Pima Community College, and Northern Arizona University teamed to offer a year-long accelerated program at IBM in microcode. Pima offered the lower division coursework, N.A.U. offered the upper division; and the students earned the equivalent of a bachelor's degree in computer science without the general education coursework.

Today, the Arizona Consortium for Education and Training (as it is now called) has a much broader membership. "Members" or consumers of training include the large corporations and other organizations such as Davis Monthan Air Force Base and many Pima

County hospitals. "Associate Members" or educational providers now include the University of Arizona, University of Phoenix, educational consulting firms and other colleges. The monthly agendas are devoted to communication about new programs, show and tell, coordination, discussion of needs and services, and occasional student programs such as providing support for high school minorities and providing information about non-traditional occupations. Operationally, the consortium is organized as a 501-C corporation and conducted some half million dollars worth of business last year. Basically, the consortium is a conduit through which programs may be offered. It provides flexibility; it's also an alliance that fosters ideas, programs, and support.

Why does the consortium work? #1, It's open. (Any organization can participate.) #2, There are limited commitments and demands placed on the members--both time commitments and resource commitments. #3, There is recognition of both contributions and needs--an appreciation for the diverse educational providers and users. #4, Finally, the consortium is informal: business is done on a handshake.

The second program that I'd like to discuss briefly with you is our A.S.E.T.T. program: Arizona State Environmental Technical Training Center. It's one of about forty of the U.S. Environmental Protection Agency's centers in ten regions of the

country. Given the present concern over our environment and quality of life, which certainly includes business and industry, the A.S.E.T.T. Center is providing some important leadership. The academic component of our program is still being developed. It consists of water treatment and distribution, cross-connection control, wastewater treatment and collection, and hazardous materials and solids waste. Students can earn one-year advanced certificates or an associate degree in applied science. Jobs such as water/wastewater operators, hazardous waste technicians, cross connection control technicians, and air quality technicians are plentiful. Many entry-level salaries exceed $30,000 per year.

The A.S.E.T.T. Center also links with the business community by providing state-wide technical seminars and contract training. This component includes certification and short-term work-related training. We've conducted a number of weekend programs for the Arizona inter-tribal council, for example. In addition, A.S.E.T.T offers on-site operator outreach training for the rural communities in Arizona.

The environmental technology program is expanding to meet the needs of the community and the state. Student equivalent enrollment in the academic program alone has grown by more than 128% over the past three years. We are exploring ways to meet

the state's training needs in environmental technology over the next decade. One possibility is to focus some of our efforts on assisting other educators and trainers (that is, training the trainers). Concern for the environment and quality of life impacts economic development as businesses make decisions about where to locate and how to fulfill their societal responsibilities. Much of Tucson's recent success in attracting new business can be attributed to its beautiful environment. Recent examples include American Airlines reservation center with projections of 500 - 1,000 employees and Lockheed Aircraft maintenance and modifications (over 900 employees by 1993). As we develop the environmental technology program, we want to involve key individuals in the state to plan a major environmental forum to discuss curricular needs and other major issues related to quality of life.

Since this is a leadership conference, I would like to conclude with a few observations about our leadership role in community colleges as it relates to alliances with the business community. As I review our successful partnerships with business and industry at Pima Community College, it seems to me that there are some common threads.

The successful programs seem to focus on what community colleges do well: teaching, curriculum, and related educational areas.

Like the Arizona Consortium for Education and Training, leaders of successful programs listen to the users to meet their needs; they recognize the players or "providers" and they bring together the key planners to help set the agenda. Successful college programs can respond rapidly and flexibly. Most importantly, they have their own act together in terms of organization and educational quality.

PIMA COMMUNITY COLLEGE
LEADERSHIP 2000 PRESENTATION
Presenter: Thomas E. Hines (602)722-7678
FAX (602)722-7690

July, 1990

SOUTHERN ARIZONA SMALL BUSINESS DEVELOPMENT CENTER

* Counsel existing small businesses regarding solutions to management problems.
* Assist with business planning for new ventures.
* Sponsor non-credit workshops/seminars on business-related topics.

Contact: Barbara Huff (602)884-6306

HUGHES AIRCRAFT CAREER ENRICHMENT PROGRAM

* Hughes has five "families" or areas, each of which has career enrichment programs for that area.
* Committee for each Hughes family establishes Pima Community College course requirements for each job classification in area.
* Completion of required coursework leads to employee certification and pay increase.
* Pima Community College provides curriculum development assistance and course delivery.
* Some 2,230 employees representing five families (fabrication, process, assembly and test, support, maintenance.)

Pima Community College Contact: Tim Murphy (602)884-6725

SOUTHERN ARIZONA JAPANESE SPEECH PRESENTATIONS

* Organized and hosted by Pima Community College
* 5 - 10 minute Japanese speech presentations on topic of speaker's choice
* Participants from IBM Tucson, Burr-Brown, Larson Company, University of Arizona, and the Pima Community College Japanese Club

Contacts: Kumiko Loy
Fe Brittain (602)722-7638

P.C.C.INFORMATIONAL JOB FAIR

* Co-sponsored by Tucson Economic Development Corporation and Pima Community College
* Over 100 representatives from business/industry, the public and private sectors
* Free workshops prior to the Job Fair on how to use a job fair and resume writing.
* Job fair committee to plan and honorary sponsors including U.S. Senators, Representatives, Arizona Governor, and Tucson Mayor.
* Broadcast live by KQTL

Contact: Dolly Lundager (602)884-6696

OFFICE OF INTERNATIONAL EDUCATION

* Provides a 15 credit hour certificate and a four semester AA program in International Business Communication studies (used by businesses to develop/upgrade skills of employees new to international department.)
* Provides workshop, seminars and conferences on international business/international trade (often co-sponsored with the U.S. Department of Commerce and other trade/commerce organizations in the state.)

Contact: Liz Bailey (602)884-6617

BUSINESS, MANAGEMENT, MARKETING ACCELERATED WEEKEND COLLEGE
AT PIMA COMMUNITY COLLEGE/WEST CAMPUS

* Offer accelerated weekend courses for businesses to send individuals for updating and/or refresher.

* Offer basic and advanced courses, Basic Certificate, Advanced Certificates and two year Associate of Applied Sciences Degrees in Business for working adults that can be obtained through these same accelerated weekend courses.

* The accelerated courses are scheduled in four day, ten-hours-per-day format. The student completes reading and evaluation assignments prior to the first ten hour session. A period of three to four weeks are scheduled between the first weekend and second weekend in which the student completes an in-depth research portfolio. This format equates to considerably more teacher to student contact time than the traditional semester course with almost zero drop-out rate.

Contact: R.O. (Bob) Nixon (602)884-6645

CONTRACT TRAINING WITH THE ELECTRIC LEAGUE OF ARIZONA (ELA)

* Provide continuing education opportunities for ELA members

* Courses offered to and in conjunction with numerous organizations in the construction industry

* Tailor-made courses for industry needs (short-term, variable credit, variety of methodologies, etc.)

BUILD-A-HOME

* Hands-on construction skills training

* Partnership of business, government and education

* Addresses needs of low income housing.

Contact: John Jarchow (602)628-9828

COMMUNITY COMMUNICATION CORPS

* Co-sponsored by Pima Community College and numerous local businesses and high schools

* Partnership between business and education aimed at promoting communication across the disciplines

* Business Partners in Education (BPES) meet in workshops with teachers from courses across the curriculum and with language arts specialists to form teaching teams.

* Teams organize and present in the classroom communication skills activities relevant to course content and related to the working world.

* Real-world importance of reading, writing, speaking, listening, and critical thinking is emphasized in the classroom through the expertise of teachers and business partners.

Contact: Stan Witt (602)722-7617

PARTNERSHIP WITH PIMA AIR MUSEUM AND AVIATION MECHANICS PROGRAM

* Train volunteers to work.

* Allow Pima Community College students to train on Museum aircraft.

* Provide education component for the Museum.

Contact: Tony Guglielmino (602)573-0311

PARTNERSHIP WITH DEPARTMENT OF LABOR, BUREAU OF APPRENTICESHIP

Twelve local apprentice programs (union and non-union) and Pima Community College supply apprentice-related training.

* On-going program
* Advantages to apprentice programs include assistance with training of teachers and organization of related training; provision of teaching space for some programs.
* Advantages to apprentices include provision for permanent college student record and automatic conversion of related training to college credit.

Contact: Mike Enis (602)884-6557

PARTICIPATION IN TUCSON ECONOMIC DEVELOPMENT CORPORATION CORPORATE RECRUITMENT ACTIVITIES

* Presentations for Tucson Economic Development Corporation to Piazzio Aircraft, an Italian manufacturer, and to Lockheed Aeromod
* Pima Community College representative visited Lockheed for a week.
* Pima Community College representative serves as Tucson training specialist

Contact: Tony Guglielmino (602)573-0311

EMERGENCY MEDICAL SERVICES (EMS)

* Pima Community College-based
* Trained over 2,800 firefighters in four Mexican cities in 1988 and sent technicians and emergency medicine experts.
* Hosted first U.S./Mexico EMS conference in Tucson.
* Now part of a major international disaster team

Contact: Bill Reynolds (602)884-6916

PIMA COMMUNITY COLLEGE SKILL CENTER

* Customized occupational training programs to meet local market needs
* Training is based in the classroom and/or on the job.
* Flexible training to accommodate employers' schedules
* Services to the employer include: outreach, recruitment, and assessment of applicants; task analysis; curriculum development; funding assistance; tax credit certification; design of training format; quick start-up training
* Over 20 customized programs resulting in over 95% hire rate
* Recent efforts with Nogales, Arizona resulted in retraining workers from Coleman Industries (a subsidiary of Chrysler Corporation). Coordination occurred among Department of Economic Security, local Nogales employers, and other state and local agencies.

Contact: Mary Hammann (602)623-8456

ARIZONA CONSORTIUM FOR INTERNATIONAL BUSINESS EDUCATION (ACIBE)

* Grant-funded project
* Encourage faculty to offer students course material enriched with international content.
* Example: Marketing in foreign countries
* Community advisers with international business experience have reviewed international modules developed by business faculty.
* Advisers also assist students in finding international business internships

Contact: Francine Trotter (602)884-6130

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